



Tim Burgess
Seattle City Councilmember

August 21, 2015

Brian Surratt, Acting Director
Office of Economic Development
PO Box 94708
Seattle WA 98124-4708

RE: City Council Expectations for the Director of the Office of Economic Development

Dear Mr. Surratt:

This letter has been placed in the Clerk File that contains Mayor Murray's request for your confirmation as Director of the Office of Economic Development (OED). This letter documents the City Council's expectations for your job performance if you are confirmed.

The Council's expectations (listed below) are intended to enhance the OED Director's accountability to the Legislative Branch. Council expectations are also intended to add to the Mayor's expectations and the Director responsibilities established in the City Charter and Seattle Municipal Code.

I. City Council General Expectations for OED Director.

A. Relationship with Council. The Director is expected to maintain a constructive working relationship with the Council, as demonstrated by:

1. Prompt and complete responses to Council information inquiries.
2. Proactive updates on policy development, operational concerns, and financial matters of significance so that the Council is informed of significant changes or controversies before the information reaches the media and/or the Executive submits a request for Council action.
3. Dependable implementation of formal policy direction provided by the Council.

B. Management Skills. The Director is expected to demonstrate strong management skills, with particular focus on the following Council priorities:

1. Public Communication
 - a. Conduct inclusive outreach to relevant stakeholders.
 - b. Implement a strong ethic of customer service.
 - c. Make information available so that the public can track OED's performance in delivering services.

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An EEO employer. Accommodations for people with disabilities provided upon request.

2. Organizational Management
 - a. Coordinate productively with other City departments.
 - b. Maintain strong working relationships with other governmental entities.
 - c. Operate within budget constraints and proactively manage expenditures.
 - d. Provide a fair and equitable approach to the award of City contracts.
3. Personnel Management
 - a. Develop and maintain strong morale among employees.
 - b. Provide an inclusive work environment that offers equitable opportunities for all.
 - c. Address issues of succession planning and the professional development of existing staff.
4. Service Delivery – including both routine operations and emergent situations
 - a. Ensure that ongoing day-to-day services are provided effectively and efficiently, and that OED tracks its performance in delivering such services.
 - b. Make certain OED is able to deal with localized emergencies or service disruptions and has thoroughly planned how to manage its operations in the event of a City-wide emergency.

II. Specific Expectations for the OED Director.

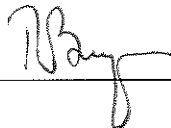
During his initial term, the Director is expected to implement (and provide regular progress reports on) the following Council expectations:

- A. Business Services. Grow and strengthen the local business community through the provision of direct services, including assistance with permitting processes, space finding, training, and project financing. With support from OED's contracting partners, work to retain local businesses through the completion of site visits and the provision of follow-up and case management services as appropriate.
- B. Workforce Development. Oversee the City's investments in workforce development initiatives that support the career enhancement of low-income and under-employed job-seekers. Ensure that City dollars are directed to effective and innovative programs that provide training and placement services for stable, living-wage jobs that are available in our region.
- C. Economic Resilience. Measure the City's overall economic health via analysis of the following key indicators: educational attainment, job growth, wages, business starts and closures, and business revenues. Develop and execute strategies to grow jobs and businesses in key industry sectors.

- D. Economic Development Leadership. Actively participate in regional economic development workgroups and policy meetings. Serve as an advocate for the City's interests and ensure our economic development activities are appropriately coordinated with those of our partner agencies.
- E. Neighborhood Business Districts. Work with small business owners to identify, evaluate, and address emerging needs in the City's neighborhood business districts.
- F. Film and Music. Support the growth and development of Seattle's film and music industries. Provide technical assistance that promotes the creation of a vibrant and professionalized nightlife.
- G. Race and Social Justice. Continue to address racial and social inequities through the advancement of the City's Race and Social Justice Initiative.
- H. Manufacturing and Industrial Industry. Support the historically rich manufacturing, industrial and broader maritime community by protecting assets and leveraging strategic partnerships.

The Seattle City Council looks forward to working cooperatively with the Director to ensure OED is able to provide reliable, cost-effective, and innovative services to our City's workforce and business community.

Sincerely,



Tim Burgess
President, Seattle City Council



John Okamoto
Chair, Committee on Housing Affordability,
Human Services, and Economic Resiliency

Cc: Edward B. Murray, Mayor, City of Seattle
Seattle City Council Members